# CARIBBEAN HOLIDAY & WI-FI AT IBEROSTAR HOTELS & RESORTS

## OVERVIEW

Iberostar Hotels & Resorts operates 6 luxury resorts in the Dominican Republic. Recommended by TripAdvisor and with near-perfect customer reviews, Iberostar's resorts provide guests with an unforgettable vacation experience in the Caribbean.

**IBEROSTAR**
HOTELS & RESORTS

## REQUIREMENTS

- Prevent unauthorized access and intrusion of the hotel's network
- Separate authentication methods and usage policies for hotel guests and staff
- Limit Wi-Fi access by usage duration
- Customizable captive portals for each hotel to serve information and perform branding
- Printable tickets with Wi-Fi login credentials to provide to guests at front desk

## SOLUTION

The following were deployed in the six Iberostar Hotels in the Dominican Republic:

- **WHG711** Wireless LAN Controller
- **HSG1250** Wireless Hotspot Gateway
- **WTG2** Wireless Ticket Generator

## BENEFITS

- Browser-based user authentication supporting all types of mobile devices
- Support for multiple devices per account reduces redundant account generation task
- Multiple configurable billing plans creates additional revenue streams
- Improved customer experience with quick and mobile-friendly QR-code Wi-Fi login
- Detailed device browsing history logs and network traffic analysis

Founded in 1986, Iberostar Hotels & Resorts is a world-class Spanish hotel chain that operates globally and specializes in 4 and 5-star all-inclusive resorts and luxury hotels. As a validation of Iberostar's commitment to excellence, many of its hotels have been awarded the prestigious "Travelers' Choice" award by TripAdvisor. Iberostar's resorts are known for their pristine beaches, impeccable services, and professionalism, providing tourists and travelers from all over the world with an unforgettable vacation experience.

In recent years, providing Wi-Fi has become a norm in the hospitality industry – a service expected not as a luxury, but as an amenity. However, faced with large numbers of concurrent users, increasing number of mobile devices per user, and increasingly bandwidth-hungry applications, many hotels quickly realized the need for user and network management. The Iberostar resorts in the Dominican Republic (Iberostar Bavaro Suite, Iberostar Dominicana, Iberostar Punta Cana, Iberostar Grand Hotel Bavaro, Iberostar Hacienda Dominicus, and Iberostar Costa Dorada) were confronted with the same issues, and set out to search for a feasible and cost-effective Wi-Fi solution. The fundamental requirements defined by Iberostar's management team were detailed user authentication, role-based policy assignment, and quick account generation, all of which were aimed at addressing the deluge of smartphones, tablets, and other Wi-Fi enabled devices.

After evaluating 4ipnet's proposed solution, Iberostar's team found that it could fulfill all of their needs, and was very pleased with the results. They decided to deploy WHG711 Wireless LAN Controllers and HSG1250 Hotspot Gateways across the six Dominican Republic resorts, with each controller accompanied by a wireless ticket generator set that would help front desk staff quickly print account credentials for guests. At the touch of a button, tickets with login credentials and matching QR codes could be printed, allowing guests to connect to the network without the troublesome login process.

The primary issue that 4ipnet's solution resolved was unauthorized Internet access, which was a major point of concern for Iberostar from the security and reliability standpoint. After the 4ipnet system went online, every user was required to authenticate before accessing the hotel network, regardless of being a guest or hotel staff. Users would then be applied different usage policies such as firewall rules or bandwidth limitations depending on their pre-assigned role. Finally, the hotel could limit the usage time for each guest account. The fine-grained user control and network management features helped Iberostar maintain a secure and high performance public Wi-Fi environment.

Other features found useful by Iberostar included the customizable captive portals and built-in billing plans. Customizable captive portals allowed each resort to tailor the user login pages with their own logo and visual identity. At the same time, the on-demand account billing plans allowed the hotel to monetize Wi-Fi, turning its wireless network into an additional revenue stream for increased ROI. In summary, 4ipnet's WLAN solution not only greatly enhanced the hotel network's security and performance, but also dramatically improved customer experience. Keeping guests happy and returning with quality Wi-Fi service was Iberostar's primary objective, and 4ipnet's solution helped accomplish that feat.